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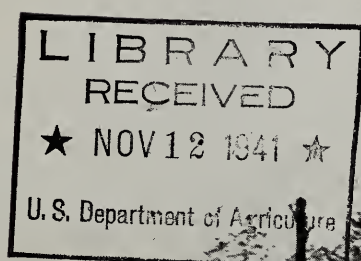
Extension Service REVIEW

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MORE MILK FOR DEFENSE



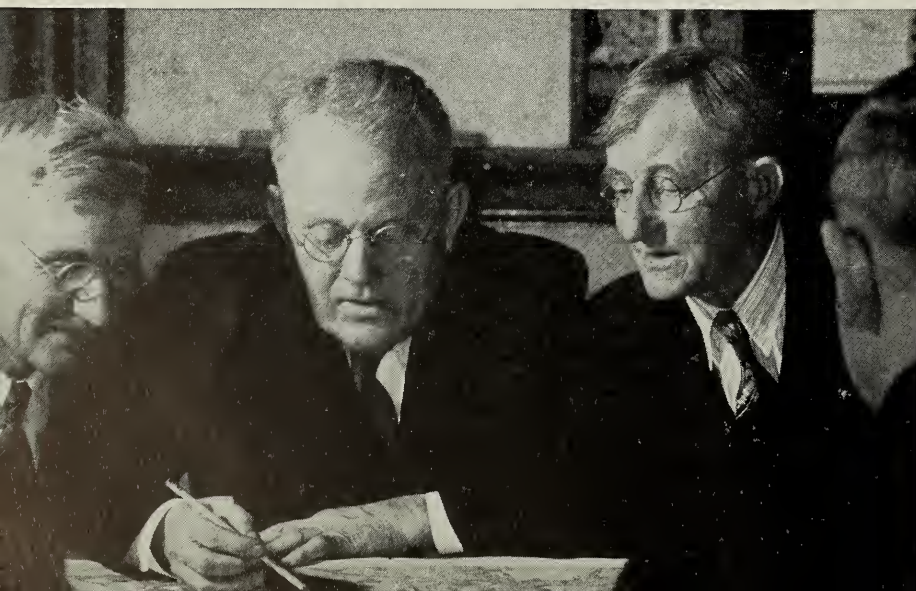
Food

to Win the War and Write the Peace

The 4 billion dozen eggs needed next year to meet the national goal means poultry on every farm. In poultry as in dairy and livestock work, 4-H Food for Freedom Clubs are contributing to the national welfare.

More meat is needed in 1942 than has ever been produced before—more meat for growing domestic demand—more meat in cans for the reserve stores.

Planning and organizing to meet defense goals is the order of the day. Farm leaders, extension agents, and other Government representatives are meeting in small groups and large groups studying the goals, working out farm plans, organizing their efforts to produce more of the vital foods.



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EXTENSION SERVICE, U. S. DEPARTMENT OF AGRICULTURE, WASHINGTON, D. C. • M. L. WILSON, Director • REUBEN BRIGHAM, Assistant Director

Farmers Move for Defense In the Wolf Creek Ordnance Area

Like all good Americans who are not only willing but anxious to do their bit for America and the American way of living, the farmers of the Wolf Creek Ordnance Area at Milan, Tenn., when called upon to act, acted cheerfully and quickly.

When, early in January, Director C. E. Brehm of the Agricultural Extension Service was asked to arrange for the moving out of all the people in the 50-square-mile area of the intensive truck-farming section of Gibson and Carroll Counties, no time was lost.

First, a conference of agricultural workers and leaders was called at Milan to explain the job to be done and to develop a plan of action. Representatives of the Extension Service, FSA, SCS, Vocational Agriculture, Public Welfare, BAE, AAA, leading farmers, and civic leaders assembled to discuss the emergency. Before the close of the day, educational meetings had been arranged for the next 3 days to give the people in the area reliable information as to the needs, the means, and the reason for asking them to give up their homes. This was done quickly to stop rumors that usually start and spread under such conditions.

Every Family Visited

A committee representing the various agricultural agencies prepared a simple schedule for determining the number of families and their location, color, tenure status, and probable future plans, and to provide direct contact with people affected.

During the week that followed, county workers who were known to the people visited every family in the area. This staff of workers was made up from local personnel of the Extension Service, Farm Security, Soil Conservation Service, one interviewer from the State BAE office, and a Negro vocational

teacher who visited every Negro family in the area. Surveys were made under the direction of the Extension Service, summarized at Milan, and reviewed by an agency committee composed of representatives from each of the agricultural agencies.

Surveys revealed that there were 525 families in the area—142 owner-operators, 186 tenants, 82 sharecroppers, 45 day laborers, and 70 not engaged in farming.

At educational meetings held in each of the two organized communities, local committees were set up. Local committees were elected by farmers in two communities not already organized. These committees functioned as leaders in all matters of calling meetings, listing available storage facilities, and in general helping their friends and neighbors in making their plans to move.

Farmer Committee Is Go-between

A central committee composed of the chairman of each of the four community committees acted as the official go-between for farmers and Government officials. All matters of complaints were settled by the people themselves. This central committee was of great help in aiding landowners and tenants in settling differences due to dispossession at a time when crops were already under way.

Dave Price of the Extension Service was put in charge of the relocation office in the Milan post office building. Mr. Price was thoroughly familiar with relocation work, having formerly worked in the Gilbertsville Reservoir area. The experience gained by the Extension Service in the years past in helping farmers to relocate from areas flooded by construction of the TVA chain of dams was of great value. The entire personnel of the Extension Service was available where needed.

County agents in all counties of west Ten-

nessee immediately started a listing of farms for sale and for rent. They also listed farmers desiring sharecropper families. These lists were made available to farmers in the Milan area in the same way that they are made available to farmers in other areas where relocation work has taken place as a result of the construction of TVA dams.

Lands needed for the plant were optioned by the SCS and appraised by appraisers drawn from the Federal Land Bank system. The group optioning land and those handling the relocation activities worked in close cooperation.

Tours were arranged to acquaint farmers desiring to locate elsewhere with farms that were available. More than a thousand farms in 10 counties were listed. Instruction was given on types of soil, what to look for, and what to avoid. A score card was prepared to aid farmers in better evaluating the farms under consideration. Option forms were available to those who desired to take options.

Arrangements were made with the ordnance plant to give preference in employment to farmers living in the area.

Six Hundred Found Employment

All families were relocated as rapidly as their farms were needed for construction of the plant; many found employment in the area. The plant went into operation early in August. Three hundred farmers were relocated on farms, and many of them are doing part-time work at the plant. Other farmers and tenants, formerly living in the area, are employed at the plant. Incomplete reports indicate that approximately 600 people of the area found employment in the construction and operation of the plant. To help house workers in the plant, the FSA built 75 prefabricated houses.

Hands Across the Sea

■ Colorful cotton garments to brighten the lives of 21,826 children in the European war-torn countries have been turned over for shipment to the American Red Cross by the Arkansas Council of Home Demonstration Clubs.

The garments, made by Arkansas home demonstration club members and other farm women in the first organized project by rural women for aid to Europe's war victims, include dresses, boys' suits, shirts, overalls, nightgowns, slips, panties, and other garments, including dressing gowns and robes for preschool children.

The program, known to home demonstration club women throughout Arkansas as the "Hands Across the Sea" project, was launched in the early spring by the executive committee of the Arkansas Council of Home Demonstration Clubs in response to suggestions made by the American Red Cross and the National Needlecraft Bureau.

The garments, which have already been turned over to the Red Cross for shipment, included 10,767 dresses, 288 boys' suits, 1,308 shirts, 83 pairs of overalls, 2,008 nightgowns, 3,620 slips, 2,929 pairs of panties, and 824 other garments, mostly robes.

Persons contributing garments to the program included 19,089 home demonstration club members, 306 4-H Club members, and 836 rural women not members of organized home demonstration clubs.

Club Members Are Generous

Counties in which the highest percentage of the home demonstration club membership contributed garments to the program included Nevada whose 804 garments represented contributions from 97 percent of the county's home demonstration club members; north Mississippi County whose 1,034 garments represented 96 percent of the county's home demonstration club members; and Chicot County whose 596 garments represented 95 percent of the county's home demonstration club members.

Of the State's 2,217 home demonstration clubs, 1,489 participated in the "Hands Across the Sea" program.

In working out the details of the "Hands Across the Sea" project, the home demonstration club women chose cotton because it is Arkansas' principal farm product, and cotton fabrics are recommended by extension clothing specialists as being particularly suited for the hard wear and frequent launderings required of children's clothes.

The program further provided that each member participating should, in addition to making the garment herself, also provide the material for the garment.

Cotton materials from which the garments

were made included corduroy, print, gingham, gabardine, twill, pique, percale, chambray, seersucker, flannelette, terry cloth, cotton eiderdown, muslin, broadcloth, covert cloth, hickory shirting, and sateen.

Many of the women who were unable to buy the material for the garments used feed or flour sacks, which now come in either plain white or colored cotton materials.

Patterns recommended by the Red Cross were used for the construction of all the garments, and usually all the members of one club used the same pattern for all the garments made. Requirements observed by all contributing members in making the garments included front openings and long sleeves. The front openings were specified to make it possible for the child to dress and undress himself, and long sleeves were required in consideration of the moist, damp climate of most European countries.

To simplify the distribution of the garments, an age label was sewed into the neck of each one. And to make alterations possible, all garments were made with deep hems and large seams; and a needle, thread, and all remaining scraps of the material were packed with each garment.

Before being turned over to the Red Cross, the garments were carefully pressed, and packed five to a box, all the garments in each box being of the same size and pattern.

All garments made by the home demonstration clubs of one county were turned over to county Red Cross production chairmen by presidents of the county councils of home demonstration clubs.

Clothing construction has been one of the principal phases of the extension program for farm women since the first home demonstration clubs were organized in the State; and local clothing leaders, trained by extension clothing specialists and county home demonstration agents, were given the responsibility of the "Hands Across the Sea" program in the individual clubs.

Old-time sewing bees were revived by club members in making the garments, the club members meeting at the community clubhouse or in a member's home for all-day cutting and sewing sessions.

The interest of the home demonstration club members in the program was aptly expressed by one member who paused in cutting out a garment to remark to her county home demonstration agent:

"You know, I'm glad to do what I can for the British children, because if our country were at war and our homes being bombed, I should certainly appreciate any help I could get for my children."

Homemakers Study Citizenship

■ Alert to the times, Michigan homemakers in 43 or more counties have been spending part of the time at their home demonstration club meetings studying how to be more intelligent citizens.

During the past year, 217 citizenship discussion meetings were held which were attended by 3,632 persons. More than a fourth of these meetings lasted all day. Some of the rural homemakers held evening meetings to which they invited their men folks and others outside their clubs or community. In some groups the local leaders took charge; in others, an outside person, as a local judge, a history teacher, or minister, acted as discussion leader.

The discussions followed an outline on "The Citizen in a Democracy" which Margaret Harris, Michigan assistant home demonstration leader, assisted by Dr. W. H. Combs, of the political science faculty, prepared in response to many requests from rural homemakers. The four-page outline lists topics relating to the foundation and practice of good citizenship and gives references to various books and articles which will help the women to gather information for their discussions. "Citizen" is defined; the duties and privileges of citizens are

brought out, and the educational resources of each community are included in the suggested discussion material. The outline was prepared in question form so that the meetings would not become a lecture by the leader but would be an actual discussion by the women themselves. Care was taken to lead the discussion away from any partisan or narrow viewpoint. Emphasizing that good citizenship begins in the home, the reading references were varied to give a broad view of the topic.

Each of the home demonstration clubs desiring the outline received the four-page outline and three separate sheets containing true-false questions, a suggested procedure, and a report form.

Many of the homemakers wished to have the instruction on citizenship continued. Some of them remarked that they had never felt their citizenship responsibilities before and had a better understanding of their obligations as a result of these discussions. More of the women turned out to school meetings and local elections than in the past. Other comments showed a stimulation of interest and a more active participation in the parent-teacher association, scout organizations, and 4-H Clubs.

Housewives Go to Early Morning Party

On the first day of August the Minnesota Agricultural Extension Service plowed a new furrow in consumer education when 500 St. Paul housewives attended the first homemakers' party at 6 a. m.

The party, held at a time when parties sometimes end but seldom begin, had as its setting the municipal market with its varicolored display of fruits, vegetables, and flowers. Its purpose was to acquaint city housewives with the part local truck growers play in bringing vitamin-filled, garden-fresh vegetables and fruits of their native State into town for the local grocer and others to buy, to emphasize the wisdom of buying at the time of peak supplies, and to give pointers on vegetable grading.

Two weeks of excellent newspaper publicity and constant reminders over all six Twin City radio stations insured the success of the party. There is a story behind that publicity. Last year the Minnesota Agricultural Extension Service inaugurated its first efforts to help the growers in the area surrounding the Twin Cities to move the vegetable gluts. They did this by appointing Ralph Backstrom as assistant county agent in four counties, and from June 1 to September 15 he made daily visits in the early morning to the markets. Through the radio and press service of the university, information about vegetables was sent to all local radio stations and newspapers. This year, the radio stations—every one of them—asked for the service again. Report sheets have been worked out which will make the daily telephone job simple and fast, but here is a service that reaches thousands of people over the air with the tag line, "Furnished you as a public-service feature by the Minnesota Agricultural Extension Service and Station ———." The stations do not mind sharing the report, for two 50,000-watt stations, WCCO and KSTP, are among those in the set-up.

Radio Does Its Part

The University of Minnesota station devotes a part of its Homemakers' Quarter Hour to the report, to a menu featuring the day's best buy, and to a recipe. Inserted in popular vein are nutrition theories and cooking hints from the home demonstration nutrition specialists.

The foundation for this widespread interest in marketing was laid 10 years ago when the city home demonstration agents of St. Paul and Minneapolis began to train city housewives to know standards for products purchased for use in the home. They prepared a publication on consumer purchasing which has had widespread use by homemakers of the Twin Cities.

Well, that is how it all started. And then, some listeners wrote that they too would like

to go to market some morning. A city-wide invitation was given to homemakers to be the guests of the Minnesota Agricultural Extension Service and the St. Paul Vegetable Growers' Association at the first homemakers' tour and party.

It was a gala affair. When the whistle blew to open the market, there was Bea Baxter, one of the foremost conductors of women's programs in the Northwest, with her hand microphone to transcribe a 15-minute show interviewing public officials, University Farm staff members, and the market master, as well as many of the crowd of women around her. The following week that transcription reached thousands of northwest listeners over KSTP.

Climax in Grading Contest

Ralph Backstrom led the group on a tour of the stalls which were gaily decked with big buckets of snapdragons and gladioli for the occasion. At one truck of celery, the crowd stopped while the grower gave a demonstration of celery grading and told the difference between the bleached and Pascal varieties. Tomato grading was explained, and D. C. Dvoracek, marketing specialist of the Minnesota Extension Service, held the crowd's interest overtime when he explained that Minnesota raises some of the best potatoes in the United States and showed how to select them. The climax of the tour was a grading contest for the consumers and presentation of large artistically arranged baskets of vegetables to the winners by the growers' Association.

The St. Paul newspaper sent a photographer and reporter, which insured A-1 follow-up publicity.

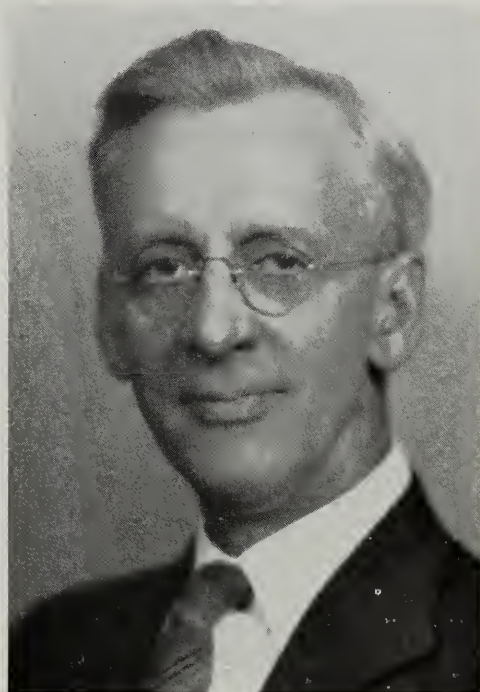
Of course the market party is just one small part of the effort by the Extension Service to promote both producer and consumer interests. Other results are listed for these 2 years of market activity. Nine carloads of climax baskets have been used for shipping tomatoes this year. Before, fresh tomatoes had always been sold in half-bushel baskets, but growers were shown, through tests, that with climax baskets there is less spoilage, more consumer appeal, greater ease in handling and shipping, and the elimination of basket exchange.

Growers say the extension marketing aid has been responsible in large part for removing surpluses. They claim that when broadcasts mention a certain vegetable as being the "best buy," in an hour's time there is a definite increased demand for that particular product. Other States, including Arkansas, Wisconsin, and Illinois, have copied the Minnesota plan.

To forestall any great loss in the apple crop by apple maggots, an emergency radio flash was sent out from the University Farm studio

to all Twin City stations as soon as the maggot was discovered in the area. News commentators, farm programs, and plugs included the announcement of the danger to Minnesota apples and what to do about it. It was the best cooperation of the year by stations and press to aid the growers in an emergency.

More than \$10,000 was saved by West Virginia farm families in a cooperative purchase of 3,553 family garden seed collections.



New Chief of Business Administration

Walter H. Conway has been appointed Chief, Division of Business Administration of the Federal Extension Service. As Associate Chief, Mr. Conway worked closely with the late Mark M. Thayer in handling those phases of business administration which relate to Federal grants to States and Territories, the review of budgets, projects, plans of work, field appointments, and financial reports. Mr. Conway has made periodical inspection of the work conducted with Federal and State funds in most of the States and the Territory of Puerto Rico.

Mr. Conway was born and educated in Gloucester, Mass., the son of a mariner. He came to the Department of Agriculture in 1909 in the Office of Farmers' Cooperative Demonstration Work under Dr. Seaman A. Knapp and has been associated with cooperative extension work since 1914.

He will assist Director Wilson and Assistant Director Brigham on administrative problems and supervise the business activities of the Extension Service.

Strength on the Farm Front

M. L. WILSON, Director of Extension Work

■ Secretary Wickard has said: "Food will win the war and write the peace." Six million farmers are setting themselves to produce that food; more food for our own defense and better national health, more food to help the countries that stand between us and Hitler, more food reserves for strength at the peace table and to feed a starving Europe after the war.

"For the first time in the history of agriculture in this country," the Secretary has pointed out, "production goals for all essential farm commodities have been established." Those goals have been based on a thorough canvass of all the needs. Those goals have been studied, revised in the light of local conditions, and accepted by State agricultural leaders at regional meetings and by county agricultural leaders at county meetings. They are goals which can be accomplished. Indications are that many of them will be surpassed in many counties and States.

Extension agents have worked early and late in discussion groups, in meetings, in farm and office visits, and in many other ways to explain those goals and make clear to farmers the need for the all-out farm-defense effort and the machinery for putting it into effect.

Six Million Farmers Study Goals

Six million farmers, in one of the most intimate, democratic contacts they have ever had with their Government, have studied their own individual farm plans in the light of these goals and have indicated what they can do. The job now is to do it; to make the increases in the face of such difficulties as shortages of labor, machinery, and other essentials.

In this great effort two points stand out. The first is that the foods of which there is such a considerable deficit in Britain are the animal-protein foods—eggs, milk and milk products, cheese, and meat. The second is that the new knowledge in nutrition plays an all-important part. Agricultural defense goals have been established on the basis of providing an adequate dietary level for the whole population in this country as well as in Britain. I hope that, in the vast amount of Extension education now being carried on, this close link between our nutritional goals and the agricultural defense production goals will be emphasized.

Assisting farm people to overcome these difficulties, giving them the information they need to reach their goals, and helping them to understand fully each new situation in these fast-changing times constitute one of the greatest challenges ever faced by extension workers and other agricultural leaders.

To the extension worker who has been pushing increased home food production for years,

the farm defense program is a challenge on a huge national basis for intensified efforts and greater accomplishments than ever. To the nutritionists and related workers, it is the first time we have ever in a big national way tied production and national health together as the production goals do.

To AAA committeemen and others who have been striving, through allotment and quotas, to balance production of the five basic crops, it is a program that sets goals for all crops; a program aimed at adjustment of production upward or downward, whatever the need calls for. To the low-income farmer, the tenant, the landlord, the housewife, the 4-H Club boy or girl; to all it is a program that should call for the same fight for freedom, fight to preserve our liberties and way of life and to maintain the strong drive for independence that led our forefathers to establish this Nation.

Now that the program is well under way and millions of farmers have already set greatly increased food-production goals, it is clear that, under the abnormal circumstances, they must have more subject matter and technical advice on sound farming practices than ever. How well farmers meet their goals and, at the same time, avoid the serious mistakes many farmers made in the First World War may depend on how well extension agents and other leaders get their technical advice and the developing facts about the situation to farmers generally.

Trained Local Leaders Are Ready

This job not only demands the best of every extension worker. It also calls for making the best possible use of the 702,069 extension-trained voluntary local leaders. For years these leaders have been the backbone of major accomplishments in their communities. It calls for the closest kind of cooperation with the 8,017 farmer cooperative associations which extension agents have helped to organize and have worked with in arranging marketing, processing, storage, and other handling facilities for the increased production.

It calls for the best possible use of the 1,140,723 members of organized home demonstration clubs. Through these organized clubs of farm women in every community, practically all farm women can be reached effectively. They can be urged and helped to to their part in meeting the goal for a farm garden, better nutrition, increasing home poultry and dairy production, and home food preservation. Meeting the established goal that 97 percent of all farm families have a garden in 1942 will call for all possible reemphasis and intensification of all established garden programs. Thousands of families will have to be

convinced that they need a good garden, and more so now than ever because defense needs have increased the importance of food to their national security and personal liberty.

The 1,500,000 4-H Club boys and girls can do their part by putting more and more real meaning into their 7-point democracy program and greatly increasing their activity in dairying, poultry and pig raising, and growing home gardens. Last year 273,000 4-H boys and girls had a garden of their own; 177,000 raised poultry; 150,000 raised pigs, and 74,000 had dairy cattle. Greatly increasing these activities will not only increase production of needed foods but will give rural youth the satisfaction that it is doing its part and will inspire greater community effort on the part of all.

Greatly increased production of needed foods is the challenge. Farm people have given their answer in increased production goals. Food for freedom is their contribution to the safety of the Nation in this time of stress and danger. The best in every extension worker and agricultural leader is challenged to help keep farm people abreast of fast-changing situations and to pass on to them technical facts and advice needed to meet those goals in the face of threatening difficulties. When national security, our national health, and continuance of our way of life are at stake, we cannot fail.

Project Tour

A holiday was declared by Lewis County, W. Va., homemakers to visit the club members' homes and see some of the outstanding projects carried on by them during the year. Each of the 75 women on the tour packed a school lunch and had it scored before eating dinner. Home demonstration accomplishments reviewed were: Clothing, better lighting, convenient kitchens, refinished furniture, and improved home grounds.

■ In 1940, 4-H Club members in 15 States terraced 38,206 acres of land. Oklahoma 4-H boys and girls topped the list with 26,459 acres terraced; Texas members terraced 3,662 acres; Mississippi, 3,247 acres; and North Carolina, 2,392 acres.

■ Alabama farm men and women sold \$421,648.97 worth of farm produce on 33 curb markets this year, reports Etna McGaugh, State home agent of the Alabama Extension Service. Eight of the thirty-three markets had sales totaling more than \$1,000 during August. The three markets with the largest total sales the past month were Gadsden, \$28,168; Tuscaloosa, \$15,000; and Montgomery, \$14,761.91.

The Illuminator and Its Uses

GEORGE F. JOHNSON, Extension Specialist in Visual Instruction, Pennsylvania

■ A piece of visual-instruction equipment that is likely to command increasing attention among extension workers is the so-called illuminator. Although it is made in various shapes and sizes, the illuminator is a very simple piece of equipment and can be home-made. The type we use most generally consists of a ventilated box with white interior (a foot square at front and 10 inches deep) containing an ordinary 60-, 75-, or 100-watt light bulb and having a high-quality piece of ground or opal glass over front of box. Transparencies such as 2- by 2-inch color slides are placed on this ground glass, and a window-light glass cut to proper size is placed over the slides to hold them in place and keep them from being handled in exhibits.

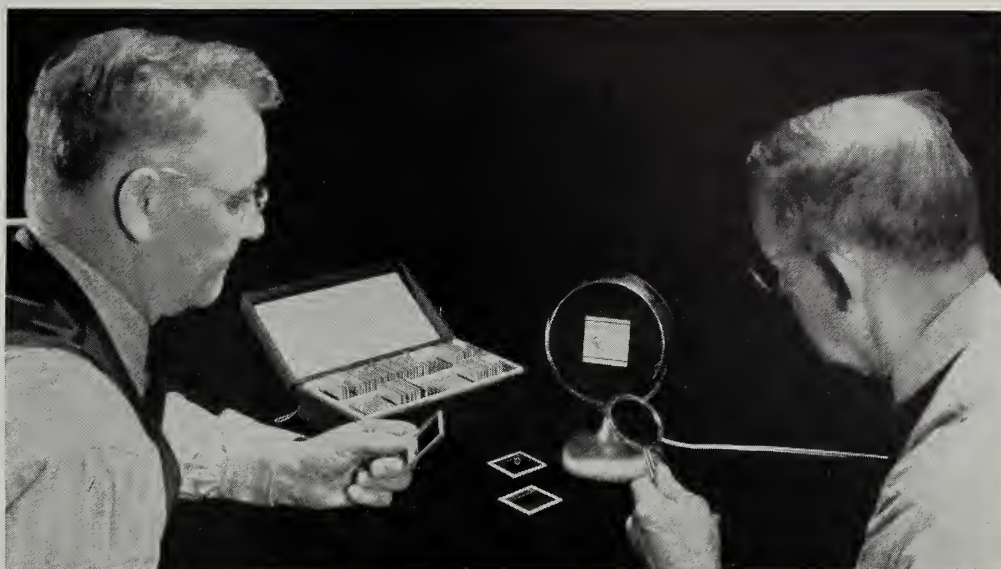
Inexpensive Cardboard Illuminator

Inexpensive 12-slide capacity cardboard illuminators without light socket, bulb, and cord can be purchased for less than \$2, whereas factory-made metal ones ready to use and holding 25 2- by 2-inch slides or one 8- by 10-inch transparency sell for approximately \$12 each. Material for making the 25-slide-capacity wooden type will likely cost between \$2 and \$3.

The reason for the increasing popularity of illuminators is due to the fact that 2- by 2-inch color slides are something more than lantern slides to project onto a screen; they are attractive pictures to view in natural size or with the aid of a reading glass. Objects photographed close up can be seen very distinctly in an illuminator at a distance of 2 to 4 feet. General scenes are not satisfactory unless a magnifying glass is used.

Uses of the Illuminator

We have at least 20 illuminators in use in Pennsylvania. They are utilized in many ways: (1) As the central feature in simple,



Single-slide illuminator made by County Agent R. M. Gridley, Beaver County, from a discarded automobile spotlight.

inexpensive exhibits, (2) as a means of viewing and studying individual slides for filing or for arranging a series to illustrate a talk, (3) as a visual aid in discussing problems with office callers, and (4) as a means of referring quickly to a series of pictures at a gathering of community leaders interested in program planning or working out details of a definite project.

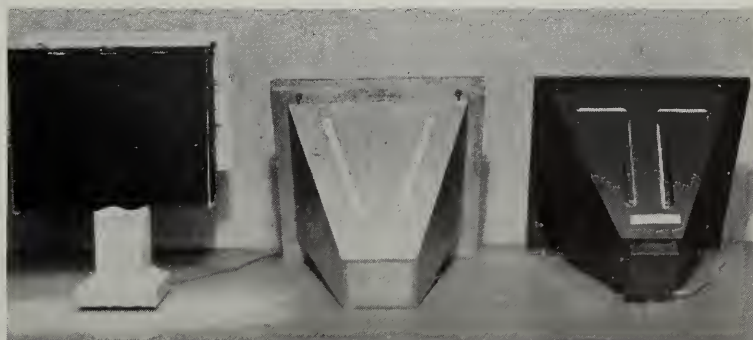
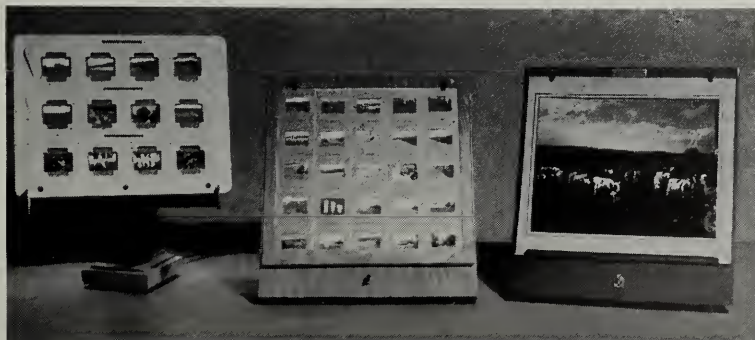
Advantages of the illuminator over projected pictures include: (1) The pictures can be viewed clearly in average indoor light without darkening the room; (2) the need of carrying projection equipment and the difficulty of set-up in small quarters are eliminated; (3) a series of 25 slides can be viewed and studied individually or as a sequence with all slides continually in view. Disadvantages include: (1) Use is limited to situations where only a

few persons look at the slides at one time, and (2) the size of the 2- by 2-inch slide makes it impossible to show all types of views with equal effectiveness.

In addition to 2- by 2-inch slides, we use 8- by 10-inch color transparencies in these illuminators as features of exhibits at some community shows, county fairs, and at our State farm show. These attract much attention, as natural-color pictures of this type cannot be equaled by enlarging and tinting paper prints.

We are so much impressed with the many practical possibilities of the illuminator that we are constantly calling the attention of our workers to it. Making year-round use of visual aids which might otherwise be utilized only during the winter meeting period is the goal in Pennsylvania where more than 20,000 color slides have been produced.

Front and rear view of three types of illuminators: An inexpensive cardboard type made commercially; a home-made model with 10- by 10-inch face displaying 25 2- by 2-inch slides and a factory-made metal type used for one 8- by 10-inch color transparency or 25 miniature slides.



Louisiana Boys Have News Sense

■ For 2 years in succession the State award for 4-H Club reporting in Louisiana has been won by a club member of St. John the Baptist Parish. This circumstance is notable for several reasons. St. John Parish is one of those distinctively rural sections of south Louisiana populated almost exclusively by farmers of French extraction, commonly called Cajuns. There are no large towns, and no daily newspapers are published within the parish. Then, too, in each of the last 2 years it was a 4-H Club boy who gained the coveted honor of representing the State at the National 4-H Club Congress in Chicago. The field of 4-H Club reporting is almost an exclusive province of girls.

The Louisiana Agricultural Extension Service gives a good deal of attention to club reporting, and winners in achievement day contests from each parish are awarded a trip to the annual short course at the State university. Arriving at the short course, these club members compete to earn the privilege of attending the national conference.

The choice is determined on the quality and character of the reporter's work in publicizing the activities of his own club. The work is judged from a collection of stories, editorials, pictures, and other news material, actually written or inspired by the reporter himself. Neatness and efficiency in assembling the material in scrapbook form have a bearing on the final award, but only incidentally. A perfect score in the contest is represented by the following points: Quality of writing, 25 points; variety of subjects covered, 25 points; regularity in using available news outlets, 25 points; general use of available facilities (a reporter with several newspapers in his parish would be expected to do more than one who had access to few), 10 points; number of illustrations reproduced, 5 points; number of editorials on 4-H Club work, 5 points; general appearance of scrapbook, 4 points.

At the 1940 short course, Sidney Luminas ran away from the field, and in 1941 Augustin Gravois did the same thing. Both were from St. John the Baptist Parish.

What made the work of the boy reporters distinctive was its dignified simplicity. Their books were neat almost to the point of severity but were in harmony with the rules of the contest. Their books represented a comprehensive and complete picture of their work as reporters during the previous year. In spite of the fact that they live in a small rural parish, with few facilities for giving wide publicity to the work of their clubs, they had availed themselves of every opportunity to present the story of club activity. The stories were well written in simple language. Several were illustrated with halftone cuts, and all were neatly mounted to display properly each story individually. Sidney used white paper

for his book; Augustin resorted to black. In each book, beneath every clipping was written the name of the newspaper from which it was taken and the date of publication. Clippings from the mimeographed school paper, which had their own part in the contest, were kept apart so that there would be no incongruity in the display of different types of publication. Editorials inspired by the reporter's work were given prominent place in the scrapbooks.

The accomplishments of these two boys from St. John the Baptist Parish furnished a vivid demonstration that success in any field does not depend on abundance of opportunity but on utilizing such opportunities as may be available. These boys were in competition with reporters from parishes of large population and unlimited club activities, as well as widespread facilities for publicity. The St. John boys showed how it was possible to take advantage of what they had and to use every opportunity for making known the work of their clubs.

Win Place on 4-H Daily

The contest among club reporters is one of the colorful events of the annual short course at the Louisiana State University. Not only do winners in the parish achievement day contest have the right to enter the State competition, but they automatically are chosen to serve as reporters on the staff of the "4-H Daily," a publication produced each day of the short course to furnish general news of the event and also to afford actual reporting experience to the 4-H Club boys and girls. This year the "4-H Daily" celebrated its eleventh annual appearance.

Louisiana employs a number of media in giving instruction to 4-H Club reporters. One of the phases of this training is a series of news clinics conducted by the agricultural editors with the cooperation of county agricultural and home demonstration agents. The clinics are arranged by the agents and give the agricultural editor opportunity to effect personal contact with the club reporters. When occasion arises the editors give individual instruction to reporters when they visit their parishes on other missions. Through such means the agents are able to extend definite help to club reporters in developing an effective news sense and an ability to put the stories of club activities into readable form.

Emphasis is given in the published stories to work accomplished by the club rather than to the business routine of club meetings. Agents help club reporters by editing their stories, and some agents have reporters send stories to agricultural editors for criticism. In a number of parishes the editors of Louisiana

weeklies have become so interested in the work of the young reporters that they, too, have given them instructions in writing news and feature stories.

Throughout the State, newspaper editors almost without exception exhibit a lively interest in the work of these young club reporters. A recent survey made by the editorial office of the State agricultural extension service indicated that editors and publishers were virtually unanimous in their approval of the reporting program and their willingness to cooperate. Where such cooperation was not evident, it was due to a lack of understanding or unfavorable local conditions.

In several parishes of the State, specific encouragement is given in the awarding of prizes for the best work done by 4-H Club reporters. A notable example is the Lafayette Advertiser which offers each year two silver loving cups, one awarded for the best work done by a senior reporter and the other to the best in the junior competition. Lafayette is located in south Louisiana. In north Louisiana is Franklin Parish, the parish seat of which is Winnsboro. Here is published the Franklin Sun, the editor of which each year gives a loving cup to the 4-H Club reporter winning the parish contest. Seldom are cash awards offered in these local competitions, an exception being that of the Lafourche Comet, published at Thibodaux in south Louisiana. The editor of the Comet offers a cash prize of \$10 to be awarded the winner of the parish 4-H Club reporters' contest on achievement day. The money goes to the club represented by the reporter.

Another form of encouragement given to club reporters is that offered by the Oak Grove Gazette, published in West Carroll Parish in the extreme northern section of the State. This is a trip to the State fair at Shreveport with all expenses paid. These incentives offered reporters are, of course, incidental. They do not at all take the place of the spirit of cooperation and helpfulness which is a part of the Louisiana editorial attitude toward 4-H Club activities every week of the year. This is true both in the daily and weekly field but particularly in the wide areas which are served by the weekly press, the great molder of public opinion in rural Louisiana.

A definite stimulation to club work in St. John the Baptist Parish has been one of the results of the achievements of the two 4-H boys who won the State publicity awards for 1940-41. Keen interest in their accomplishments was evident among the farmers of the parish who attended the 4-H short courses where the awards were won. But, aside from this, a greater concern for the values of Extension Service seems to be evident throughout the parish because of the emphasis given to it through the work of the 4-H Clubs.

Reception with Reason



Editor Wally Moreland (left) keeps busy talking about farming with (left to right) Dean W. H. Martin; John I. Sipp, farm editor of the Newark Evening News; and Television Specialist Ernest Colling of the National Broadcasting Co.

■ For a group of county agents, a club of 4-H boys, or a get-together of farmers, the identification of field-crop seeds is a well-worn contest. But when half a hundred newspapermen and radio broadcasters try to pick out different kinds of farm seeds, there is likely to be some confusion. And that is just what happened early in August when the agricultural divisions of Rutgers University at New Brunswick, N. J., staged their third annual reception for editors and broadcasters.

The seed-identification contest was only one of a score of features that filled the program for the men who are constantly handling farm news at newspaper and magazine desks and at microphones. The nature of their work prevents most of these trained journalists from obtaining much actual contact with the farm. There are exceptions, of course; but, by and large, the newspapermen and broadcasters have come to accept the Rutgers open house as an annual insight on the progress of a rapidly developing agriculture.

Actual results of the field-crop seed-naming contest show what some newsmen are up against when they work with farm material. One veteran desk man, whose experience runs through terms of service with three New York newspapers, modestly accepted the booby prize after he was unable to name correctly any of the seed samples. On the other hand, this particular contest was won by the associate editor of a national farm magazine, a man who has had years of experience in the farm field.

Hosts to the editors and broadcasters were Dean and Director W. H. Martin of the New Jersey College of Agriculture and the Experiment Station and Wallace Moreland, New Jersey's extension editor, who is this year's

president of the American Association of Agricultural College Editors.

Dean Martin and Editor Moreland led the more than 50 visitors through displays, demonstrations, and exhibits that included a putting contest over a golf course made up of greens containing turf either bred by the experiment station or on test to determine suitability for New Jersey use: inspection of soil cylinders; the station's crop museum and grass and legume nursery; "milky white" disease technique for Japanese beetle control; Rutgers aero-propagator for ornamental plants; human vitamin research using swine as test animals; outdoor flowering annuals; breeds of purebred horses used on farms; goat feeding and breeding, and artificial breeding of cattle and poultry.

An interlude of refreshments and conversation at the home of Dean Martin preceded the group's visit to the Log Cabin, a rustic lodge situated high above a lake on part of the experiment station's 1,000-acre farm. In front of the cabin, the seed contest was held along with another contest on guessing the annual egg production of three White Leghorn hens. And then the pencil pushers and mikemen were treated to a complete buffet dinner as the climax of an informative and entertaining afternoon and evening.

Back of this annual affair for New Jersey newspapermen and radio broadcasters is a desire on the part of the men who head up the agricultural divisions of Rutgers University to let the men who serve farm folks by way of newspapers and radio know of advances being made in agriculture and to give them opportunity to ask questions they might have on "grass root" farm problems.

New SMA Administrator

Roy F. Hendrickson, formerly Director of Personnel of the Department of Agriculture, has been appointed Administrator of the Surplus Marketing Administration and Director of Marketing for the Department, with Edwin W. Gaumnitz as Associate Administrator of the Surplus Marketing Administration. Mr. Gaumnitz has been Assistant Administrator of SMA.

Mr. Hendrickson succeeds Milo Perkins who recently resigned his position as Administrator of the Surplus Marketing Administration to become Executive Director of the Economic Defense Board.

Mr. Hendrickson was born on a farm in Mitchell County, Iowa, in 1903 and attended St. Olaf's College, Northfield, Minn. He was a newspaper man from 1924 to 1933 at Duluth, Minn.; Sioux City, Iowa; St. Paul and Minneapolis, Minn., and Washington, D. C., specializing in agriculture.

In 1933 he became an assistant to M. L. Wilson, former Under Secretary of Agriculture, and later joined the staff of the Bureau of Agricultural Economics. On July 1, 1938, he became Director of Personnel of the Department.

Mr. Gaumnitz was born on a farm near St. Cloud, Minn., in 1899. He attended the University of Minnesota, majoring in economics. He taught at Minnesota after his graduation in 1921 and later worked with the Iowa Extension Service and the California State Department of Agriculture. He joined the Department of Agriculture in 1931, serving with the Bureau of Agricultural Economics and the Agricultural Adjustment Administration. Mr. Gaumnitz became Assistant Administrator of the Surplus Marketing Administration in 1938.

Camp Lakodia Is Popular

Camp Lakodia, the new 4-H camp at Lake Herman near Madison, S. Dak., has been the camping place for many 4-H groups during the past summer. 4-H local leaders held their State camp there from September 17 to 21, and the older youth camped there from September 23 to 27. Among other camps held there were the State farm women's camps, the State wildlife conservation camp, many county camps for 4-H boys and girls, and the county agents' conference.

The camp, dedicated on June 1, includes 15 buildings. An REA line provides light and power for this well-equipped camp in eastern South Dakota. A commercial firm provided a range, electric refrigerators, tables, benches, chairs, games, and other necessary equipment.

Besides ample space for classrooms and assemblies, the camp has an excellent beach. There are sleeping quarters and dining-room facilities for 160 persons. The planting of shade trees and ornamental shrubs has been proceeding as rapidly as possible.

Market Gardens Develop Citizens

■ The 4-H Clubs of Orange County, N. Y., develop good citizens at the same time they lay the foundation for successful market gardeners. For instance, there are Nial and Robert Clauson, brothers, of Phillipsburgh, a small community near Middletown. Representative of the 4-H Club boys in their county, these boys have completed 4 years of 4-H Club activities and earned for themselves training and experience in good living and also some more tangible awards.

Among the more tangible awards was the \$100 Duncan Memorial Award for doing the best job of marketing their farm products in a State-wide competition with other New York 4-H Club and Future Farmers of America gardeners.

To win this award, Nial and Robert took over the complete responsibility for 10 acres of upland market crops on their grandfather's small farm, on a cross road about 4 miles from Middletown. Besides the usual marketable upland vegetables, the boys' enterprise included a large area devoted to strawberries. Culture, grading, and packing of the crops were carried out according to the 4-H Club project teaching; and marketing was done at the early-morning Middletown Curb Market and by some retail and roadside selling. Their 10-acre project, the largest 4-H garden in the county, was more than an activity. In their 4 years of 4-H Club work it had become their livelihood. Their father had died; their mother and grandfather had to find employment away from home; and there were two sisters, another brother, and a grandmother to support.

Already the boys are established producers at the public market sessions in Middletown. With a steady increase in the amount of produce they raise on their tract they are planning to join other county producers in selling their products at the Hudson Regional Market in Newburgh.

At the same time the boys were developing this successful business enterprise, Robert started a home yard improvement plan. He did a fine job of improving the whole appearance of his home and immediate surroundings. The brothers not only began to enjoy their home more but found it paid economically also in making the background for their roadside stand more attractive.

Forestry and soil conservation have entered into their plans; and, as a demonstration of their new-found knowledge, Robert planted 1,000 evergreen seedlings on an acre of waste land.

The financial success of their garden work will enable both boys to attend Cornell University after they graduate from Goshen Central School. Nial is planning to take a course

in engineering, and Robert aspires to become a county 4-H Club agent.

They have found many chances to develop leadership ability in their 4-H Club work. In 1939 Nial and Robert, with another member of their club, represented Orange County at the National 4-H Club Congress in Chicago. They have participated also in the 4-H contests of the National Vegetable Growers' Convention.

The young Clausons are members of the Orange County 4-H Junior Fair Board of the Orange County Fair, with the responsibility of setting up and supervising the crops and garden classes of the 4-H Club department of the fair, which with its 800 entries in 1940 comprised about 40 percent of the total entries of the entire fair.

Both boys have attended county 4-H camp and State 4-H Club Congress. In 1940 Robert enrolled in the recreation leaders' training class at State Club Congress and, later in the summer, used this training as recreational counselor at the Orange County 4-H Camp, passing on his training to the 82 club members in camp.

They are active members in the Orange County 4-H Council, an older youth 4-H organization. Robert at present holds the office of secretary. They have both held various offices in their local club which, under the inspirational leadership of Allan Stage, Sr., has for several years been one of the outstanding local 4-H agricultural clubs in the county.

For 3 years Robert has been a member of the Orange County 4-H fruit-judging team at the Eastern New York Horticultural Society 4-H contests. This fruit work includes grading and packing apples according to the New York State grade requirements, identification of varieties of insect diseases and mechanical injuries, and their control.

County Club Agent George A. Earl, Jr., says: "We feel that this story of the 4-H activities and accomplishments of the Clauson brothers illustrates both the concrete and abstract values in 4-H Club work. Their story shows how boys develop leadership and citizenship and become an inspiration to their families. Their progress depends upon their participation, effort, and ability. Though the Clauson boys are outstanding Orange County club members, there are many more among the 186 carrying the home and market garden project whose ability and accomplishments and progress nearly equal theirs."

■ A contour plowing contest was held on a farm near La Crosse, Wis., on October 8, sponsored by the local soil-conservation district's association of farmers. Other such matches are planned in Minnesota and Iowa.

CHARLES H. CROSS, Specialist in Exhibitions, Federal Extension Service, was retired on August 21 after 38 years in Government service.

While in the exhibits work, Mr. Cross served as Department representative at many outstanding expositions in this country and abroad, including such occasions as the World's Poultry Congresses, Ottawa, Canada, 1927; London, England, 1930; Cleveland, Ohio, 1939; World's Fur Trade Exposition, Leipzig, Germany, 1930; Century of Progress Exposition, Chicago, 1933-34; Texas Centennial Exposition, Dallas, 1936-37, and New York World's Fair, 1940, as well as many times at the annual International Livestock Exposition at Chicago and the National Dairy Show in various cities, and as Assistant to the Federal Commissioner, California Pacific International Exposition, San Diego, 1936.

Forestry Bulletin for 4-H Clubs

The publication, Forestry for 4-H Clubs, furnishes information that should be useful to 4-H Club leaders and members and other young people. The text, which is well-illustrated, emphasizes getting acquainted with forest trees and forest stands and learning their different values to their owners and their place in the economy of the farm and the community. Practical phases of managing the farm home woodlands properly are also given important consideration. The topic outlines should serve as a guide and an aid in working out club projects, programs, and demonstrations that will have real educational value and also prove financially profitable to many young people on farms.

This bulletin was written by the late Wilbur R. Mattoon, senior forester, Forest Service; and Erwin H. Shinn, senior agriculturist, Extension Service. It was recently published by the United States Department of Agriculture as Miscellaneous Publication 395.

Club Renovates School

The Parish Fork 4-H Club of Wirt County, W. Va., cleaned and repaired their school-house as a club project. The 13 boys cleaned the grounds and repaired the building, and the 3 girls in this newly formed club put the interior of the school building in order.

■ The Danish system of judging livestock was used for the first time at a lamb show in Oregon at the annual 4-H Club fat-lamb show sponsored by the Extension Service. The new method of judging combined with other features made this year's fat-lamb show an effective method of education in the fundamentals of livestock marketing, said P. T. Fortner, county agricultural agent of Baker County.

Pick Up Your Exhibit and Walk



To set up the Cornell portable exhibit, it is only necessary to open the case and pull out the bottoms of the two loose panels. The space exposed above each panel makes a convenient place for a header sign. Note the brass corners for protection on the closed case on the right.

■ Most persons engaged in agricultural extension, particularly county agents and college specialists, at one time or another have occasion to use small exhibits. The dilemmas of having no suitable background in a small Grange hall, and the forgotten thumb tacks, not to mention lack of time properly to set up an exhibit, are all too common to need elaboration.

The answer is a portable exhibit case.

In designing such a case at Cornell, we had five requirements in mind: The case should be attractive, both when closed and when set up; it should be sturdy so as to withstand repeated shipping or carrying in a car; it should be light in weight and easy to carry; and, perhaps most important of all, it

should be possible to prepare the exhibit wholly in advance and to set it up in less than a minute for each double unit. The case pictured here, to some degree at least, fulfills all of these requirements.

The cost of this case is approximately \$14. This price can be shaded a bit if several are built at one time. The outside dimensions are $31\frac{1}{2} \times 31\frac{1}{2} \times 3$ inches. As many as six cases can be carried in the trunk of an ordinary sedan.

A working blueprint can be obtained at a cost of 15 cents, to cover cost of printing and mailing, from the Office of Publication, College of Agriculture, Ithaca, N. Y.—*George S. Butts, assistant extension editor, New York State College of Agriculture.*

Texas Fruit Growers Work Fast

■ Texas fruit growers saved their largest peach crop in 30 years this past summer by doing their part in a peach consumption and utilization program.

When producers, Extension Horticulturist J. F. Rosborough, and other extension agents anticipated that the Texas peach crop would be a million bushels above average, they started a campaign to market the peaches within their own State. In less than a week the program was under way.

The purpose of the peach drive was two-fold—to aid Texas orchard owners to dispose of their heavy peach crop and to help consumers get the full benefits from this valuable

food crop, which is in line with the food-for-defense program and the national defense conservation and nutrition program which urges adequate food supplies.

Gov. W. Lee O'Daniel issued a proclamation that the period July 24 to 30 be designated as Peach Week No. 1 and the period of August 7 to 14 be designated as Peach Week No. 2 in his State. He called upon all newspapers, merchants, chambers of commerce, civic clubs, and all citizens to stimulate the use of fresh peaches, and to can, preserve, dry, quick freeze, pickle, and otherwise conserve peaches.

Among those who cooperated in the program were State and Federal agencies;

women's clubs; parent-teacher associations and other educational groups; cafes and hotels; drug stores; ice-cream manufacturers; clubs including the Lions, Rotary, and Kiwanis; chambers of commerce; and grocers.

Through the efforts of county and home demonstration agents and Farm Security supervisors, peaches were purchased in heavy-producing counties and transported to non-producing counties such as those located in the Gulf coastal region. The handling of funds was not done through the county and home demonstration agents but through the land use planning committees.

A good many trucks that had expected to get cheap peaches to distribute to markets outside the State were forced to go away without being loaded, as most of the peaches were taken care of within the State.

Although no detailed survey has been made that would serve as a definite means of determining the extent of accomplishment, when growers' groups have been asked the question, To what extent did the peach consumption and utilization program serve to increase the demand for peaches? they have replied that they believed that they would have lost a third of their crop had it not been for this program.

Since the wind-up of the peach-shipping season, the growers of the Weatherford area have organized a peach-marketing association which will have some grading equipment with which to handle their fruit next year.

Negro Boys and Girls Broadcast

One of the highlights of the annual short course for Alabama Negro 4-H Club boys and girls held at Tuskegee Institute this past summer was their radio broadcast featuring The 4-H Club in National Defense.

The course of study for the boys included soils and crops, dairy cattle, swine, woodworking, health and hygiene, and recreation; and the courses for the girls were health, handicrafts, poultry, music, foods, and clothing.

An exhibit showing the best articles made by the boys and girls was placed in the auditorium. The articles included canned goods, dresses, smocks, house coats, undergarments, wall hangings, stenciled curtains, luncheon sets, milking stools, benches, nail and staple boxes, sawhorses, stepladders, and lamp brooders.

■ Dale County, Ala., completed its 1941 cotton mattress and comforter program on May 31. Since May 3, 1940, when the program was started in that county, 8,819 mattresses and 6,131 comforters have been made. These mattresses and comforters have gone into 3,501 farm homes. The work was done in 71 community centers, with 375 leaders assisting the home demonstration agents.

The Annual Report Goes to Washington

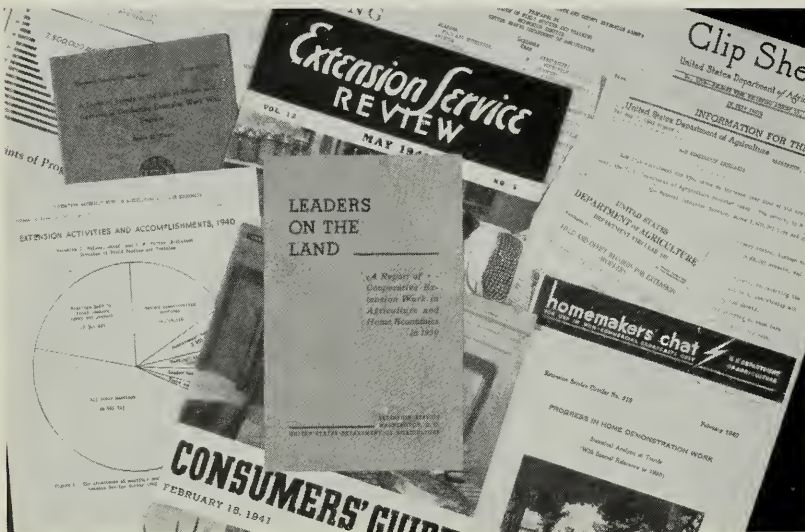
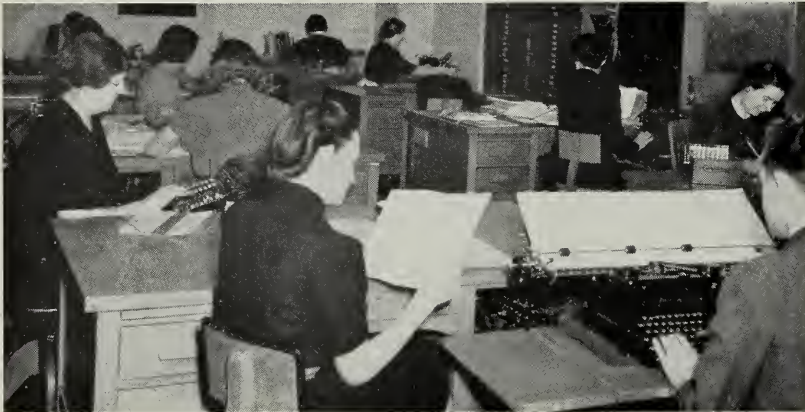
The 1941 annual reports of all extension workers now being prepared in county and State offices will soon be arriving at the Federal Extension Service. What will happen to them there?

The narrative reports of the 9,000 State and county extension workers will be read and indexed in the Division of Field Studies and Training where they are available for consultation by all members of the Department staff. Some 50,000 to 60,000 items will be selected for the reference-card index file which insures the quick location of report information.

A national summary of extension activities and accomplishments during the current year will be compiled from the statistical reports of the 6,800 county workers.

The uses of annual-report information are legion. The reports will furnish information for Department staff members, departmental publications, press releases, radio broadcasts, magazine feature stories, and annual reports to Congress, to cite a few examples.

The 1941 annual reports will be permanently stored in fireproof drawers at the Federal Archives Building. In this air-conditioned building, these extension records are guarded against insects, dampness, sunlight, fire, and theft. Here they will always be accessible to extension workers and others interested in studying the progress of Extension over the years.



County Extension Headquarters

M. A. LINDSAY, County Agent, Kern County, California

■ The other extension agents and I have been enjoying our new headquarters at Bakersfield since November 1938. When the Agricultural Extension Service was established in this county in 1914 there was one county agent and one stenographer, and the headquarters consisted of one small room approximately 30 feet square. During the period from 1914 to the present the staff has increased until there are now one county agent, three assistant county agents, one home demonstration agent, and three stenographers. The present floor space occupied by the extension staff is about 4,000 square feet. In addition to office space, there is a meeting room with kitchen which covers 1,300 square feet.

The Kern County Board of Supervisors, after surveying each public office in the courthouse in 1932, found that additional office space was needed in practically all the county offices. They decided that additional space must be developed. Following the survey of possible locations for establishment of new office space, they found that the county owned 20 acres of land on the new Golden State Highway about 12 blocks north of the courthouse. Shortly after this survey, the Forest Service was established on a part of the 20-acre block. Later, buildings were constructed which housed the California State Highway Maintenance Department; the State Highway Patrol; the State Division of Oil and Gas, and county, State, and Federal relief agencies.

In 1935 the agricultural building was first given consideration. In the latter part of 1935 it was decided by the board of supervisors to construct an agricultural building to house the Agricultural Extension staff and the Agricultural Commission staff. (The Agricultural Commission is a law-enforcement body.)

The Kern County Board of Supervisors employed an architect to confer with the Agricultural Extension Service and the Agricultural Commissioner for the purpose of determining the amount of floor space that each of these two departments would need 20 years in the future. Plans were then drawn by the architect and submitted to the board of supervisors. After the plans were approved, a WPA project was prepared and accepted by the county and the Federal Government.

The building was completed and ready for occupancy on November 5, 1938. At a public dedication the board of supervisors gave the building and grounds to the Governor of the State of California who in turn dedicated them to the farmers of Kern County who were in attendance at the dedication.

The part of the building which is occupied by the extension agents includes a public foyer where people may wait for friends, committees, and the like; an outer office or reception room where tables and chairs are provided for

people waiting to see some member of the staff; offices of the staff; committee room; aerial-photograph and map room; a meeting room which is also used as a dining room; a kitchen; and rooms for supplies and equipment.

Since the building has been occupied, meetings of agricultural organizations, such as the Grange, Farm Bureau, 4-H Club, and many meetings of committees and other groups of people have been held. Approximately 15 to 18 meetings of groups are held in this room each month.

The kitchen is a model farm home kitchen enlarged in all of its compartments to make it possible to be used as a kitchen for serving banquets, dinners, and luncheons. This is a demonstration kitchen and has been used as a model in many farm homes. This particular room was designed in all of its interior by members of the staff of the Agricultural Extension Service, University of California. There is approximately \$1,000 worth of equipment in this kitchen.

The kitchen is used in connection with the dining room or meeting room several times each month, and both of these rooms have served a great need in Kern County. There is sufficient equipment in the kitchen in the way of silverware and dishes to handle a banquet of 86 people. The meeting room is provided with chairs to seat approximately 100 people.

The all-over cost of this building and the garages was approximately \$65,000, with an actual cash cost to the county for material of about \$20,000. The remainder was carried by the WPA. The building is constructed of adobe with 18-inch walls. This provides excellent insulation both in summer and winter.

Film Strips To Aid Defense

Special film strips are available for the use of extension workers who are playing an important role in the agricultural defense program by assisting farmers in planning and making the national quotas. A new catalog containing descriptions of individual film strips to aid defense is now in preparation.

The contract for film strips for the current fiscal year was again awarded to Photo Lab, Inc., 3825 Georgia Avenue NW., Washington, D. C. This is the only firm authorized to make and sell official film strips of the United States Department of Agriculture until July 1, 1942.

Film strips sell for 40 cents to 60 cents each when single copies are purchased. When quantities are ordered from the same negative, prices are lower.

The same low prices for preparing film

strips for State and county workers from their local photographs will prevail again this year, the price being 10 cents per frame for the single-frame size or 15 cents per frame for the double-frame size. These prices include the negative and one positive print ready for use.

Write to the Extension Service for additional information regarding costs for printing of legends and subtitles, catalog of film strips, and suggestions on how to organize your own series from your photographs.

In-Service Training Goes Forward

Extension courses are rapidly becoming an established feature of the regular summer sessions at State colleges and universities. All but 4 States were represented by the 523 men and women extension workers enrolled at the 18 extension summer sessions of 1941. In spite of the cancelation of the Missouri 8-week school, because of the defense situation, and an obvious reduction in enrollment at other institutions due to the same cause, there were 70 more persons participating this year than in 1940.

Colorado State College's summer school, planned for the fifth consecutive year on an area-training basis, topped the list with 83 extension workers from 25 States. The University of Tennessee with 79 workers from 9 States was a close second. Next in attendance were the schools for Negro extension workers, Tuskegee Institute with 74 men and women agents from 3 States and Prairie View State College with 67 Negro workers from 3 States. Washington State College's first extension school was attended by 42 agents from 6 States. Cornell's summer session, resumed after a lapse of several years, had an enrollment of 38 extension workers from 14 States.

Arranging in-service training courses for extension workers for the first time were New Mexico and Washington State colleges and Furman University, S. C. For the second year, the State Universities of Arkansas, Florida, Kentucky, and West Virginia held summer sessions. Louisiana University held its seventh consecutive extension school.

Mothers Organize Club

Mothers of 4-H Club members have organized their own club in London, Oreg. The members of this 4-H mothers' club have as their goal a better understanding among club members, their mothers, and the club leaders. The club meets twice a month at the homes of various mothers, at which time phases of 4-H Club work are discussed and instructions given in the work so that mothers will be able to help with the projects that their boys and girls are carrying.

Pine Woods Furnished House and Heat

F. B. TRENK, Extension Forester, Wisconsin

■ When Ralph Clark settled on his farm in 1904 in northern Lincoln County, Wis., a few miles east of Tomahawk, the many hundreds of stumps he removed were everlasting reminders that he had a "new" and not a "used" farm. Stumps there were, but, because he took over before the fires swept in, there were young pines too. As all men must, when they start on one of these fresh-from-the-dealer jobs, Ralph Clark selected the location for the farm buildings then kept land clearing and farm building apace. And just because he planned buildings and clearings at the same time, his is a story different from most of the others.

He determined not to clear a 10-acre block to the west of his buildings. The thick set of young pines, even then, suggested snug protection from strong, cold winds for the farmstead. A stream to the west of the woods was something of a fire barrier. Then, as now, partridge found it a favorite drumming and nesting ground. Yearly a doe has reared a fawn in this pine grove. All in all, it was the perfect setting for windbreak, woodlot, and wildlife sanctuary.

For 20 years Ralph Clark and his family shared the fortunes of all pioneers of the north country. They witnessed a major land boom and its collapse. Just as values started the downward trend in the early twenties, tragedy struck the Clark family in the form of a fire that completely destroyed their home and

some of the smaller adjacent buildings. Not a piece of personal property was saved.

As soon as temporary living quarters were arranged, the building of a new and larger home was under way. The pine woods to the west of the farm, still furnishing protection as a stout windbreak, was equal to filling still another need. From it was saved every foot of framing, lath, and trim, inside and out, for an eight-room stucco-finish house. Within the year, the Clark family was in the new home.

Today, nearly 20 years later, this woods, now about 8 acres in size, shows not a single gap from the logging that supplied the building of the new home, and besides, it is furnishing much of the fuel wood needed for cooking and heating.

Late in the fall of 1940, a woodland improvement demonstration was arranged in this woods by Gus Sell, the Lincoln County agent. A small crew of CCC boys from nearby Camp Tomahawk was on hand to help in the cutting of low-value trees for fuel wood. It was next to a vacation for that crew. The "weed" trees were few and far between. Ralph Clark had seen to that each winter as he took out fuel wood. But it was a demonstration none the less, a very complete and a very durable demonstration of a small pine woods saved from land clearing that has more than paid its way as a windbreak, and as a source of fuel wood, and that has furnished the home itself in the bargain.

New Film Strips

■ The following film strips have been completed by the Extension Service in cooperation with the Bureaus of Agricultural Economics, and Plant Industry; the Forest Service; Soil Conservation Service; and the Surplus Marketing Administration. The film strips may be purchased at the prices indicated from Photo Lab, Inc., 3825 Georgia Avenue NW., Washington, D. C. At the same time order and remittance are sent to the above firm, a copy of the order should be sent to the Extension Service, United States Department of Agriculture, requesting authorization to make purchase. Blanks for this purpose will be supplied upon request by the Extension Service. Mimeographed lecture notes for use with each film strip will be supplied by the Extension Service.

Series 600. *Propagation of Trees and Shrubs by Vegetative Means.*—Shows forms of vegetative propagation in common use for reproducing woody plants by stolons, layers, cuttings, and grafts. 47 frames, 40 cents.

Series 601. *Equipment and Practices That*

Reduce Costs in Haymaking on Hay Farms.—Shows that on most hay farms the hay acreages are usually large enough to justify the use of labor-saving equipment and that the use of cultural practices to reduce the cost and improve the quality of the product are important to the success of the enterprise. 65 frames, 45 cents. Double frame, \$1.25.

Series 602. *Equipment and Practices That Reduce Haymaking Costs on Small Farms.*—Illustrates that on most small farms the acreage in hay crops is too small to justify the purchase of expensive equipment and that the equipment usually available may be most effectively used in saving labor and cutting costs. 46 frames, 40 cents. Double frame, \$1.

Series 604. *Community Forests—A Local Asset.*—This strip is based on the history of one of the first community forests in the United States at Danville, N. H. 79 frames, 50 cents. Double frame, \$1.50.

Series 609. *All Children Must Eat.*—Illustrates the need for better nutrition among many of our school children and how school

lunches made from surplus foods are supplying at least one good meal every day to many undernourished children. 63 frames, 45 cents. Double frame, \$1.25.

Series 610. *Cotton Classing and Market News Services.*—Illustrates the operation of free cotton classing and market reporting for growers who have organized for cotton improvement. Shows how cotton farmers use the classing and the market news report in their improvement work and as an aid to more efficient marketing of their improved cotton. 42 frames, 40 cents. Double frame, \$1.

Series 611. *Soil Erosion and Its Control in Orchards.*—Shows many of the erosion problems encountered in the development of orchards in the Great Lakes Region, and points out methods and practices recommended in the solution of these problems. 38 frames, 40 cents. Double frame, \$1.

Series 615. *Diversion Terraces and Contour Strip Cropping.*—Illustrates essential steps in laying out and building diversion terraces and laying out contour strip cropping. Shows that establishment of these is a relatively simple and inexpensive job. 49 frames, 40 cents.

First-Aid Training for National Defense

In connection with the national defense program, the United States Department of Agriculture Post No. 36 of the American Legion has organized a class to take the Red Cross lay instructor's course. The Department now has a limited number of accredited lay instructors. When the class has completed the course, it is expected that more than 500 employees of the Department of Agriculture will be given the standard first-aid course so that trained first-aid people will be available at all times on each floor of all buildings occupied by the Department in Washington, D. C.

Field offices in large cities should cooperate with local defense agencies in forming classes for this type of training. When an office is ready to have its personnel taught first aid instead of attempting to have this instruction provided from without, it is more effective, both for the present and for the sake of a lasting piece of work, if the office or combination of offices through its management will designate certain suitable persons for training through the local Red Cross chapter as first-aid instructors who, in turn, teach the classes organized for the office personnel. In remote stations, bureau offices should combine with other Government and private agencies in planning the details for holding first-aid classes.

More detailed information may be found in the publication issued by the American Red Cross entitled "First Aid ARC 1052." Field offices may obtain copies of this pamphlet from their local Red Cross chapter or by writing to the national headquarters of the American Red Cross, 17th and D Streets NW., Washington, D. C.

What Affects Housing and Living Conditions?

MRS. F. C. BABCOCK, of Geauga County, Chairman, Northeast District Home Council, Ohio

■ How do living conditions fit into the homemaker's place in national defense?

Today we hear so much about preparation for defense in the national way that we are apt to think of it as military armament; yet defense does not mean fighting alone; it means self-preservation and protection, and where is there a better place to begin that guardianship than in our homes?

"A chain is no stronger than its weakest link;" therefore, is our country any stronger than its homes? It is there that the health, happiness, moral character, and spiritual attitude of the Nation is fostered. "For what is a man profited, if he shall gain the whole world, and lose his own soul?"

Many thousands are proud to say that their home is in our own fair State of Ohio, yet just what do we know of the housing and living conditions to be found here? There are many things that contribute to the living conditions in the home. Let us consider some of them from the housing standpoint.

Monetary Value is Low

Perhaps one way to get a picture of the quality of a farm dwelling is to consider its estimated monetary value. The farm housing survey of 1934 showed the average valuation of Ohio farm houses to be about \$1,600, with averages in the various counties ranging from \$700 to \$3,000. Low valuation of farm dwellings of the county may reflect (1) inadequate construction, or (2) poor repairs, or both.

Did you know that in this farm housing survey, which included 18,469 Ohio rural families in 9 counties, namely, Adams, Ashland, Ash-tabula, Darke, Madison, Monroe, Muskingum, Paulding, and Sandusky, that 61 percent were home owners and that 39 percent were renters or tenants?

Of the houses surveyed, 47.1 percent were 50 years old or older, and only 5.2 percent were less than 10 years old.

The 1934 Federal Housing survey of these 9 counties showed that 7 percent of the homes surveyed had hot running water and 12½ percent had bathrooms, but only 10 percent had bathtubs.

In the counties surveyed, a wide variation of the number of homes having hot water is shown, the highest being 21.5 percent and the lowest 3 percent.

About 3 percent of the homes had septic tanks with sewage disposal; 50 percent had a kitchen sink with drain, and 8 percent had indoor flush toilets.

Much water was carried by Ohio families. Although the average distance that water was carried to the house was 74 feet, the county averages ranged from 37 to 125 feet.

About 13 percent had central heating sys-

tems, and only 23 percent had electricity.

The 1940 census figures are not yet available. However, the estimates are that about 55 percent of Ohio farms have electricity. Along with electricity has come central heating and power equipment, but not to the same extent as the installation of electricity and lights.

You say that you think this rating is exaggerated? It does seem that way on first thought; yet how about the farm families on the back roads? Are they enjoying the same improved conditions that you do? They may be your neighbors or mine.

The need for bettering the rural housing conditions is obvious. Perhaps the first step in the problem of improvements is to seek the reasons for the inadequacies.

A major factor is low income, which means that there is a lack of ability to pay for improvements or replacements. Many families live on tracts so small, or on land so poor, that the income realized will never be sufficient to bring the dwelling up to even a minimum standard of livability.

The lower income half of the farm families with only about \$450 cash or less to spend for all items of living—food, clothing, medical care, transportation, heat and light, and the many other wants and needs—cannot spend much on house repairs. Major home improvements involving large outlays will be impossible at this income level unless the family is free enough from debt to spread the payments over 2 or more years.

Tenancy Is a Problem

Tenancy furnishes the explanation for some poor housing. As the rent of a farm and its buildings is determined largely by the income the farm yields rather than by the quality of the dwelling, the landlord has less financial incentive to provide a good house for a rural renter than does the urban landlord whose rents reflect to a greater degree the comforts his property provides.

Good housing is not cheap. Costs of construction have remained relatively high during a period when technology has reduced costs of many other items of living. Furthermore, the farm family must pay more than the city dweller to have a dwelling provided with modern sanitary facilities and electricity.

The initial cost of installing a central furnace is generally higher because of the distance from town, and a furnace once installed may increase the fuel expenditures beyond the amount spent for operating stoves.

Explanations for the comparatively low quality of farm dwellings are thus numerous and easily found. It is all far removed from log-cabin days, and grandmother in her most

fantastic daydreams could not visualize many of the improvements which today we consider almost necessary to our daily welfare. We marvel at the things she accomplished and the obstacles that were hers to overcome. Perhaps if she could have had things just a bit more convenient, there would be fewer tombstones in the cemeteries, inscribed, for instance, "Mary, wife of Josiah Jones, died at the age of 28 years," or "Cynthia Brown, aged 35."

However, we must look forward rather than indulge in retrospection.

Let us view the situation with optimism. Ohio farm income is expected to rise in 1941. However, efficient planning for family needs will be necessary because of little change in the farmers' purchasing power. Shall we not follow the example of the sturdy pioneers and learn to help ourselves?

Helping families to improve their homes by their own labor with relatively small money outlays is an activity of the Extension Service, the Farm Security Administration, the Bureau of Agricultural Chemistry and Engineering, the Forest Service, and the teachers of agriculture and home economics in rural schools. Kitchens are made more efficient, closets and cupboards are built, repairs are made, and painting and papering done. Education helps to improve standards, to point the way to possible improvements, and to teach the simple skills needed.

Much remains to be done, and much more could be said if space permitted. For every family helped there are several not reached; the situation still challenges the best efforts of all persons interested in improving rural levels of living—local, State, and Federal. Homemaking is one of the finest professions in the world, and great is the responsibility. As homemakers, we may well consider the words of Job, "Let me be weighed in an even balance, that God may know mine integrity."

4-H Charity

Members of the Sistersville 4-H Club of Tyler County, W. Va., are busy knitting for the Red Cross. A recent club project was the making of tray cloths and collecting tumblers for a local hospital to which they also donated washcloths and dishcloths. In addition, they made scrapbooks for the child patients. Other community activities include soliciting funds for the Red Cross, contributing food to local hot-school-lunch programs, and helping with the community Christmas treat.

The Sistersville Club as other 4-H clubs in the country are emphasizing those activities which contribute to community welfare and a strong defense program.

What Happens to Rural Youth?

In 1940, it was possible to trace 259 of the 299 boys and girls who had graduated in 1928, 1929, and 1930 from the eighth grade of the rural schools of 7 La Porte County, Ind., townships. La Porte County is in northern Indiana, 50 miles east of Chicago.

Only 31 percent of these young people, most of whom are now 26 to 29 years of age, were living on farms. Seventeen percent of the young men were farmers or were engaged in farm work. Twenty-one percent of the young women were farm homemakers, and 38 percent were homemakers not living on farms.

Of the 141 young men traced, more than a third were employed in factories, 10 percent were doing white-collar work, 6 percent were truck drivers, and 6 percent were employed in garages or filling stations. Only one was unemployed.

Of the 118 young women traced, 8 percent were working in offices and 8 percent were employed in house work.

Other phases of the rural youth situation in La Porte County which are brought out in the study, include: The economic status and earnings of the young men and women, size and tenure of farms, personal problems and needs, and recreational activities.

Rural Youth, La Porte County, Ind., by Harry F. Ainsworth, Indiana Extension Service; O. E. Baker, United States Department of Agriculture; and others. Purdue University Publication, 1941.

Sociological Approach to Better Nutrition

A study of the sociological factors involved in the food habits of 300 provincial inhabitants of one of the oldest villages in a South-eastern State was made in 1940 to find out how to improve their diets.

To gain the confidence and cooperation of the villagers, Mary L. de Give and Margaret T. Cussler, who made the study under the sponsorship of Harvard University, lived in the village, referred to as Grome, for 6 weeks. Introduced by their landlady, they took part in community activities and conversed with the residents in an informal manner. Every opportunity was used to gather information on local food habits and the folkways of cooking. They talked to storekeepers, took day-long trips on grocery delivery trucks, and observed the food products which were bought and traded. They studied typical menus in the community, went with welfare workers on relief cases, and visited county institutions.

Supplementing the information obtained by the participant-observer method was the compilation of such data as the records of State and local health officials, relief agents, home demonstration agents, State and local education departments, old store ledgers, and Farm Security Administration and census information.

EXTENSION RESEARCH

Studying Our Job of Extension Teaching

The study brings out that the food problem is but one of a complex of problems involving the background of agricultural policy, the educational system, the racial problem in the South, health and deficiency diseases, the distribution of surplus commodities, the economic system, and community interrelations.

Also emphasized is the importance of a preliminary sociological survey preceding the actual work in changing food habits in a community, and the necessity of having proper leadership in health movements. Other possibilities of promoting nutrition education are: Working through young people whose food tastes are being reconditioned in school and various group activities; by community demonstrations of the results of various diets; by exploiting local nutritional resources; and by teaching improved cooking methods.

Whatever means of changing the diet are selected—local demonstrations, school instruction, a Nation-wide campaign, or enrichment of the main foodstuffs—the problem in the last analysis involves the relations of man to man; and a common sentiment for better food habits must be developed, the authors conclude.

Interrelations Between the Cultural Pattern and Nutrition, by Mary L. de Give and Margaret T. Cussler, graduate students of Harvard University. U. S. Dept. Agr. Ext. Serv. Cir. 366, 1941.

Studying the Kitchen

As a basis for an extension program on kitchen planning, a study of 150 rural homes in Jackson County, Oreg., was made to find out how the kitchen sink centers were equipped and used and to determine how they might be improved.

Eighty-five percent of the kitchens had sink centers. One-fourth of the sinks had unfatisfactory surface drainage. Eighty percent of the homes were equipped with running cold water, and 66 percent with running hot water. About one-third of the sinks were less than 28 inches in length, and the majority were installed too low.

Forty-four percent of the kitchens had the light fixtures placed so that shadows were cast on the work area. Twenty percent of the kitchens had switches or pull chains which were shock hazards.

Thirty-five percent of the families did not store the dishwashing equipment in a con-

venient place. In about one-third of the kitchens the dishes were inconveniently stored, requiring reaching, stacking of dishes on shelves, and transportation across the kitchen. Cooking utensils were usually stored at the sink center, and in 65 percent of the kitchens, stooping was necessary to remove the equipment from the shelves.

The extension program aimed at the improvement of farm kitchens has been revised in light of this survey.

A Study of the Kitchen Sink Center in Relation to Home Management, by Mrs. Mabel Townes Mack, Oregon Extension Service (typewritten), 1939.

Learning by Doing

In a study of the educational outcomes of the 4-H food preservation project in Massachusetts it was found that the more food products 4-H canning members canned the more subject matter they learned and the more self-confidence they developed.

Tests were given at the beginning and end of the project to determine the amount they learned during the project. The girls were placed into three groups according to the amount of food products they canned. Each of the three groups of girls had been in a 4-H canning project 1.4 years and were equivalent on their beginning score.

Canning done	Points gained	
	Knowledge	Self-confidence
65 jars or more	23.4	.71
30 to 64 jars	12.5	.53
29 jars or less	5.3	.32

A fundamental principle of learning is that people learn by doing; they learn through experience. These data indicate that as the members canned and studied about canning they learned more information about canning and developed more confidence in their ability to can.

The different measures used for testing subject-matter knowledge and confidence do not permit comparison with each other.

A Study of the Educational Growth of 4-H Food Preservation Club Members—Massachusetts, by Fred P. Frutchey, Federal Extension Service, and Tena Bishop, Massachusetts Extension Service, U. S. Dept. Agr. Ext. Serv. Cir. 356. 1941.

■ **NEARING COMPLETION** is a study of the food habits of 256 farm families in Preble and Harrison Counties, Ohio. Through personal interviews, information was gathered on the amount of food produced and consumed by the farm people, on the amount of food preserved and stored, the kinds of food purchased, and the food preferences of families.

Arts and Crafts Go Into Homes

■ Extension workers will again take part in National Art Week which will be observed throughout the United States, November 17-23. A coordinated effort is being made this year to bring the work of American artists and craftsmen into the American home, the business office, the church, the club, and the social group, as well as into recreation centers provided for our defense forces.

The Nation-wide program of local sales exhibitions and demonstrations will be organized and conducted with the cooperation of all individuals, groups, organizations, and agencies, public and private, interested in the arts.

Last year employees of the Extension Service rendered valuable assistance in explaining the many interesting features connected with the production of the articles exhibited by rural people. They were familiar with the background of some of the exhibitors who had to overcome many obstacles in acquiring the skill that went into the making of their articles; the manner in which material was assembled and utilized; and where, as in the case of textiles, dyeing was necessary, the possibility of the use of native dyes was explained.

In the national exhibition in Washington,

D. C., there was a very creditable display of articles made by rural people, a great many of whom had been assisted by home demonstration and 4-H Club agents in the States. The section of the exhibition devoted to rural arts was well attended, and many people obtained at first hand a better idea of the scope of help which is being given to rural people through the medium of the Extension Service. Not only did it demonstrate the efforts being made to assist rural people to beautify their homes, thereby lifting their morale, but also that there was a possibility, as skills developed, of a market for their products which would serve to augment their incomes through the use of spare time.

Last year Art Week realized \$100,018.45 in sales during the week of November 25-December 1, and brought art into hundreds of homes which theretofore had been without it. Also, it brought more than 5 million persons to 1,600 exhibitions of American art.

At the close of National Art Week on December 1, 1940, President Roosevelt made the statement that "In view of the gratifying success achieved during the observance of the first Art Week, I feel justified in recommending that Art Week be made an annual event under the sponsorship of the President."

Better Living on "Down East" Farms

R. N. ATHERTON, Extension Economist in Marketing, Maine

■ Maine rural people are trying to overcome income problems and the effects of low incomes through an extension program begun some time ago.

Farm records show that the net farm income has decreased substantially on many Maine farms during the past 10 years. During this period living standards have increased, and the need for more cash is greater. Prospects of increasing net farm income are none too bright. Possibilities of increasing the level of living through a home food production program are greater than the possibilities of increasing cash farm income for many of these rural families.

According to information presented by the nutritionists of the Maine Agricultural Experiment Station, Maine diets generally consist of too much milled cereals, sugar, and vitaminless fats, and not nearly enough milk, fruits, and vegetables. Foods which can readily be produced on Maine farms—milk, eggs, meat, vegetables, and fruits—usually make a difference between good and poor diets. The nutritional studies show that a substantial increase in the consumption of milk, butter, eggs, tomatoes, leafy green and yellow vegetables, meats, and poultry is needed to bring the nutri-

tional level of the diets of our people up to a desired level. This would mean a substantial increase in production above what is now being grown or raised.

In 1938 a State committee was established, the activities of which consisted of finding out what the situation was, developing a program based on the situation, and assisting extension agents in the counties to plan methods that would meet the needs.

Members of the State committee are the assistant director; county agent leader; home demonstration agent leader; 4-H Club leader; extension editor; specialists in foods, crops, dairying, poultry, home management, engineering, and marketing; and a representative from the Farm Security Administration. The marketing specialist is the chairman of this committee.

As the work developed, the committee recognized these major problems: (1) Not enough was known about what foods our farm families were producing for their own use or why they did not produce more; (2) lack of time—county extension agents carry crowded schedules; (3) attitude of some extension agents that project was relatively unimportant; (4) lack of appreciation of economic value of home-

produced foods; (5) failure to realize importance of the project in its relation to the nutritional needs of the State; and (6) we had not been very successful in directly reaching farm families in the lowest income brackets.

The program adopted by the Committee included a food standard, making extension agents aware of the nutritional need, and helping agents to develop programs in their counties. The goal for Maine is to increase the consumption of milk; produce and consume more tomatoes and leafy green and yellow vegetables; plan for more home-produced meats; and make storage and canning budgets. The plan was adopted in all counties as a 1941 project.

To Present Nutrition Angle

To help present the nutrition angle to extension agents and to get the situation before them, Dr. Marion D. Sweetman, professor of home economics, University of Maine, presented two papers at extension conferences, both of which were favorably received. Titles of the papers were *The Role of Home-Produced Food in the Attainment of Better Living for Maine Farm Families*, and *A Nutrition Program for Maine*.

Local committees, consisting of representatives of such organizations as the schools, churches, social organizations, and health and welfare agencies, are helping the agents to promote the program.

Through the Farm Security Administration, garden seed packages are being handled on a pool basis in 9 of the 14 counties.

The film strip on Food Lockers, with lecture notes by K. F. Warner, has been supplied to each county; and excellent publicity articles have been written by the agents and published in the Farm Bureau News of the various counties.

More than 3,000 revised farm food production survey blanks have been ordered by county extension agents so that they may determine what is being done on farms in selected areas.

The improvement of the income and the health of Maine farm families by means of increasing the production and consumption of the designated foods certainly demands the serious attention of our farm people themselves and the agencies set up to assist them.

■ Art Reed of St. Joseph County, Mich., who has a 28-year-old Norway spruce windbreak, says that people living on farms without windbreaks do not realize the comfort of living in a farm home protected by tree windbreaks, nor do they realize the moisture that can be saved or the wind erosion that can be avoided by having a field windbreak on the west side of the property. Farmers having windbreaks protecting their farmsteads say that they consider such tree plantings worth from \$1,000 to \$2,500 to the farm and that the cost of establishing them is negligible.

They Say Today

Discussion Strengthens the Spirit

■ There has always been a good deal in common between rural America, freedom of speech, and the democratic way of life. American democracy as we like to think of it was, in fact, reared in the rustic cradle of the plain outspoken word.

Discussion of democracy in the present crisis as a leading extension project is bringing about a better understanding of a variety of problems, from basic defense needs to emphasis on better nutrition and health and to the need for hemispheric defense and trade with South and Central America.

It is natural that discussion by local farm people has been a part of extension work since its beginning in 1914. Much of extension teaching follows the method of encouraging people assembled in groups to study and discuss such things as dairy-herd improvement, marketing improvement, child feeding, better kitchens, better diets, farm family gardens, the economic outlook, and similar subjects having to do with the welfare and improvement of country life.

In these group meetings farm people have learned to talk freely about individual problems and hear from others how they have solved them. Through the exchange of ideas at extension meetings of this kind, farmers the country over have learned to "talk on their feet" and to express their opinions.

The Extension Service of the Department of Agriculture and the land-grant colleges are in a unique position during this emergency to lead in educating for citizenship in a democracy because of their extended experience and their many avenues of approach, particularly in relation to the organization of discussion groups. According to reports, during 1939 there were in the Extension Service throughout the United States 475,000 unpaid local leaders in adult extension work and 150,000 unpaid local leaders of 4-H Clubs. These experienced, volunteer leaders are a tremendous resource upon which to draw in the effective use of the discussion method throughout rural America.

Only to the extent to which the discussion program of democracy in the present crisis is able to stimulate people to think and discuss with one another the issue of the day can we expect to strengthen the psychological phases of defense. Psychological defense provides the insurance we need to keep our feet on the ground. It is defense against hysteria whipped up by misleading propaganda, unreasonable claims, and fantastic assertions. There is no better protection against emotional defeat than training in the rational art of objective discussion.

How far we can go and should go in developing objectivity in discussing a subject which involves high virtues like patriotism

and loyalty and decent citizenship is hard to tell. Objectivity may be very desirable in a round-table discussion conducted by experts. It may not be exactly desirable when a handful of neighbors get together to talk about fundamental issues. And yet this is the type of discussion that will do most toward preserving democracy.

There is an old proverb which says: "The fire in the flint shows not till it is struck." To develop the spark of intelligent thought, therefore, we must at times go beyond the borders of objectivity. It is on the fine line between the spark of thought and the fire of passion that civilized discussion must delineate. Honest difference of opinion among neighbors breeds respect. Hostile clashes lead to feuds. The history of feuds is that both sides usually lose in the end. Intelligent respect for ideas that are different from one's own provides the cement by means of which lasting understanding and unity can be had.

The issue today is whether the American people want democracy to survive. By far the overwhelming majority of rural people are so constituted that they do. Rural life still has those qualities of spiritual strength that are necessary for struggling humanity in times of crisis. In this country, especially in the rural part, the free democratic way of life gives expression to that spirit in the highest degree.

The essence of democracy is truth and intellectual integrity. If democracy is to survive, those who say they believe in it must subscribe to these beliefs. If democracy should ever die in America, it will not be the result of attack from without. It will be through a yielding of that spiritual strength that in the first place made us free.—*M. L. Wilson, The Public Opinion Quarterly, Vol. 5, No. 2, June 1941.*

Publicity Study

A brief study of what brought farmers to extension schools was made in connection with three farm schools held in Lagrange County, Ind., this past winter.

The results in brief indicated that one-half the attendance was reached through circular letters, one-third through newspapers, and one-sixth through other sources. The study was made by having the men attending check how they heard about the meeting. Items listed to be checked included daily newspapers, weekly newspapers, circular letters, other letters, circular post cards, announcements, posters, radio, and neighbor or friend. The three schools were not advertised by identical methods. Newspaper publicity was carried

for 3 weeks in weekly papers for all schools. Metropolitan dailies carried the announcements one or more times for all schools. Posters were used for two schools and a radio announcement for one school. Follow-up post cards were used for two, and individual letters were used for only one school. Those attending the three schools marked various means of publicity. Most of the cards were marked more than once.

Records were obtained from only two-thirds of those attending. Newspaper publicity, both daily and weekly, was marked by 31 percent of those attending. Circular letters, other letters, and circular post cards were marked by 51 percent; and announcements, posters, and neighbor or friend were marked by 18 percent.

Other information gained from the study was that young men were more interested in the farm machinery school and that middle-aged men (those between 40 and 49 years) were more interested in farm management. Owner-operators and owner-renters represented 85 percent of the attendance compared to only 13 percent of renters and 2 percent owner-nonoperators.

The inspiration for this study was to compare results with a similar study being made by the State extension office. Another year the county extension office hopes to use identical methods of advertising all schools to provide a better basis of comparison of effective publicity.—*R. L. Case, county agricultural agent, Lagrange County, Ind.*

ON THE CALENDAR

Fifty-fifth Annual Convention of the Association of Land-Grant Colleges and Universities, Chicago, Ill., November 10-12.
National Grange Meeting, Seventy-fifth Anniversary Convention, Worcester, Mass., November 12-21.
Child Study Association of America, Inc., New York, N. Y., November 14-15.
International Livestock Exposition, Chicago, Ill., November 29-December 6.
National 4-H Club Congress, Chicago, Ill., November 29-December 6.
American Society of Agricultural Engineers, Chicago, Ill., December 1-3.
International Association of Fairs and Expositions, Chicago, Ill., December 1-3.
Annual Outlook Conference, Washington, D. C., December 1-5.
National Association of County Agents, Chicago, Ill., First week in December.
National Dairy Council, Chicago, Ill., December 3.
American Farm Bureau Federation, Chicago, Ill., December 7-12.
International Poultry Show, Chicago, Ill., December 11-15.
Forty-first Annual Meeting of the Society of American Foresters, Jacksonville, Fla., December 18-20.
American Farm Economic Association, New York, N. Y., December 27-30.

Follow-up in Homes

The importance of home calls has always been recognized by the California Agricultural Extension Service. This report of one home call is taken from a weekly report from Irene Fagin, home demonstration agent, Santa Barbara County:

"During the week I called on a farm woman and after the call could not but think what a satisfactory one it had been. It was a follow-up on her living-room-improvement project. I had helped her with the first steps of construction of a drapery. The rest of the draperies had been made in the meantime, and I went out to help with hanging them. The room has recently been painted, and a new rug had just been purchased. Other new furniture, pictures, and other things are still to be obtained.

"Her husband came in while I was there and put up the curtain poles. He was as interested as could be. We discussed the color that the outside of the house and the barns are to be painted. As we talked, the children were helping by putting on the drapery rings. Helen, a 4-H Club member, brought out her clothing project to show a new buttonhole which she is going to use on her playsuit. David contributed to the conversation by telling about the project he expects to have when he is old enough for 4-H Club work. This homemaker has been a fine cooperator, and it is splendid to see the interest of the entire family in the living-room program.

"One afternoon I helped another woman with her draperies. I had made a home visit earlier to help her plan built-in bookshelves around the day bed. These shelves had been completed, and she says that this is the favorite corner for all members of the family. She is planning to have more bookshelves and desks built in the living room for the use of her two boys. She plans to get a new rug later and has already bought one new chair and had another re-covered. During this home call, two of the 4-H leaders and one 4-H senior girl came in to help with the draperies and to see how they were made."—*Claribel Nye, acting State home demonstration leader, California.*

Negro Boys Train Their Hands

Four hundred and fifty Negro boys are enrolled in 4-H Club work in Okmulgee County, Okla. The majority of them receive some training in handcraft. Started in 1940, the work was liked so well by the boys that it was carried out on a much larger scale in 1941.

At first there were very few tools of any kind and in some schools none at all. When I explained what I had in mind to the county superintendent, he purchased \$85 worth of equipment and material the first year. This was made into models. In 1941, in addition to the equipment on hand, materials worth

ONE WAY TO DO IT! Methods tried and found good

\$110 were purchased by the superintendent; and \$160 more will be invested during this school year.

All material and equipment are carried to each 4-H Club and a half day or more spent with the boys. They are taught the names of different tools and how to use them.

The boys are usually notified by their coach the day I will visit their school. They are asked to bring old saws, pans and buckets with holes in them, and other things that can be repaired. They are taught how to make a rope halter, a rope splice, rope eyes, home-made singletrees and doubletrees, pig trough, farm gate, small barn, home-made hammer handle, hog house, bird house, Chinese checkerboard, milk stool, autograph book, notebook, washstand, fly trap, lunch tray, flower box, glass tray, and how to make a soap dish or an ash tray out of rock.

Each boy is given a project to be carried out, and in some instances two boys are put on one project. Very little material is purchased. The boys, with the help of the coach, get boxes of various kinds. For this school year, boys will also be taught some blacksmith work. The amount of material and equipment has so increased that it now has to be carried in a trailer.—*D. P. Lilly, Negro county agent, Okmulgee County, Okla.*

Who's Listening?

"This is a radio survey, being made in an attempt to improve programs. If your set is turned on, could you tell us, please, to what station you're listening?" Such was the question asked of 1,500 Illinois farm people by county agents during the telephone survey conducted the third week in April 1941. The calls were placed on 6 successive days between 12:30 and 12:45 p. m.

Personal surveys conducted at the cross-road country store or at various meetings have their value. Likewise, there is merit in the surveys conducted on blank forms to be filled in and returned. But both of these methods are apt to be more biased than the survey conducted by telephone. You get your answer or you don't, and you get it right away.

Fortune awaits the man who can devise a method for successfully measuring a radio

audience for any given program. Until then, those who participate in educational broadcasting will do well to measure their audience on the basis of a telephone survey.

Extension offers no durable goods whereby the popularity of its program can be measured by the rise or fall in sales of its product. Likewise, Extension could not choose to follow the pattern of commercial stations in building for response around sentiment, contests, prizes, or musical requests, the four best response-drawing features. Yet, in spite of all this, extension workers continue to rightfully demand some knowledge of their audience. Accustomed to appearing before and with comparatively large groups of people, extension workers find it difficult to adjust themselves to a larger audience which they cannot see.

We use the word "larger" simply because that is what was indicated by the telephone survey made in rural Illinois. Figures indicated that roughly only 33 percent of the total farm population were listening to the radio. Yet no assembly hall in the land could hold 33 percent of the farm population of Illinois. Figures of the survey also indicated that 1,151 farm families were listening to the station over which extension specialists broadcast daily. We might compare that figure with the size of the group with which we generally work.

Radio competition is keen, but we in agriculture must not consider our outlet as limited to any one station. Regardless of the size of the station over which you broadcast, and regardless of the larger stations which may be audible in that territory, your telephone survey will prove that your station is a "king in its own back yard" and brings you to a group of people with whom you would otherwise have no contact.—*T. N. Mangner, State Radio Editor, Illinois.*

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